

BRAND GUIDELINES

OUR HISTORY

In 2018, LOGGMA Digital Energy Solutions embarked on a transformative journey, ushering in a new era for the energy industry with the introduction of advanced Monitoring Technology. Our primary goal was to offer comprehensive end-to-end solutions aimed at detecting performance issues with high precision, ultimately streamlining operations for organizations across the energy spectrum. Today, our dedication to this mission stands as resolute as it was from the beginning.

OUR VISION

Our vision is to strive to maintain a **strong organizational culture** that fosters trust and honesty while achieving long-term objectives of **technological integration and sustainability** for the energy industry. Through our commitment to **innovation and integrity**, we aim to be at the forefront of driving **positive change** in the energy industry.

OUR MISSION

Our mission is to **revolutionize the energy industry** by offering an **AI-based monitoring and operation management** platform that not only detects performance problems with high precision but also eases energy operational processes for the future.





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COLORS

Our company has adopted the colors orange and blue to create a dynamic identity representing digitalization, stability, reliability, and innovative solutions in the energy sector. The choice of these colors is a deliberate preference to emphasize our company's mission, values, and the solutions we aim to offer to our customers.

Orange color is synonymous with energy, vitality, and dynamism. Evoking the warm energy of the sun, it symbolizes energy derived from natural sources. Additionally, when combined with digitalization and technological advancements, orange becomes an icon of transformation and innovation. The choice of orange color also reflects our commitment to lead this transformation and provide pioneering solutions to our customers.

Blue color is associated with stability, reliability, and technology. It symbolizes calmness and a sense of trust. As a company offering digital solutions in the energy sector, the blue color represents our goal of instilling confidence in our customers and serving as a symbol of stability and technological innovation.



Pantone 2748 C

CMYK 100 - 79 - 00 - 56

RGB 0 - 24 - 113

HEX #001871



Pantone Bright Orange C

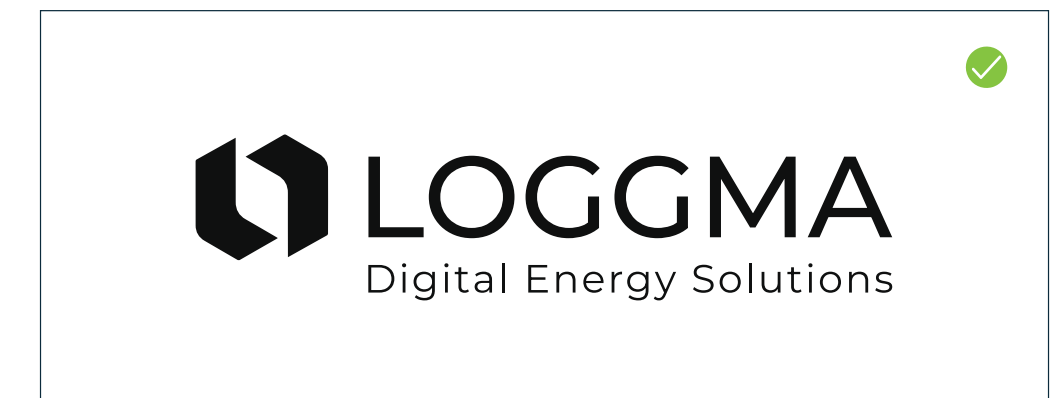
CMYK 00 - 64 - 100 - 00

RGB 255 - 93 - 0

HEX #FF5D00

LOGO MARK & USAGE

Our isotype is an extension of our wordmark, distilled down to its purest essence. The isotype can be used as a favicon for browser tabs, as a social media avatar, or as a secondary graphic element in swag.

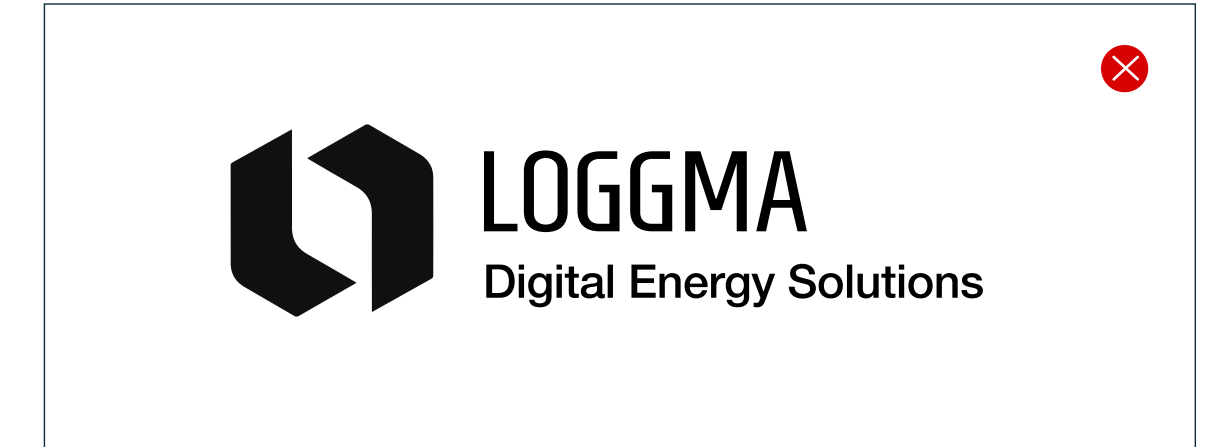


LOGO DON'TS

Our logo is the most valuable asset. It's not a shape-shifter and doesn't have plans to become one anytime soon. So, please do not edit or distort it in any way.



Do not distort or wrap the logo in any way



Do not change the typeface



Do not misplace or rotate the logo



Do not use only outlines



Do not use place the logo over busy backgrounds



Do not change the colour or tone of the logo

Where Trust Meets Technology



TYPOGRAPHY

The following typefaces are to be used consistently in both print and digital settings.

Montserrat is our main typeface, and also our logo. This font can be used as both headline or subtext. Regular for subtexts, **medium** or **semibold** is recommended for headlines.

Lato is our complimentary font. It should only be used in e-mails and subtexts. Please do not use lato as a headliner font in any design outputs. Regular is mostly preferred.

Montserrat Font Family

Light

Regular

Medium

Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 ?!+(.,)@\$()~!

Lato Font Family

Light

Regular

Medium

Bold

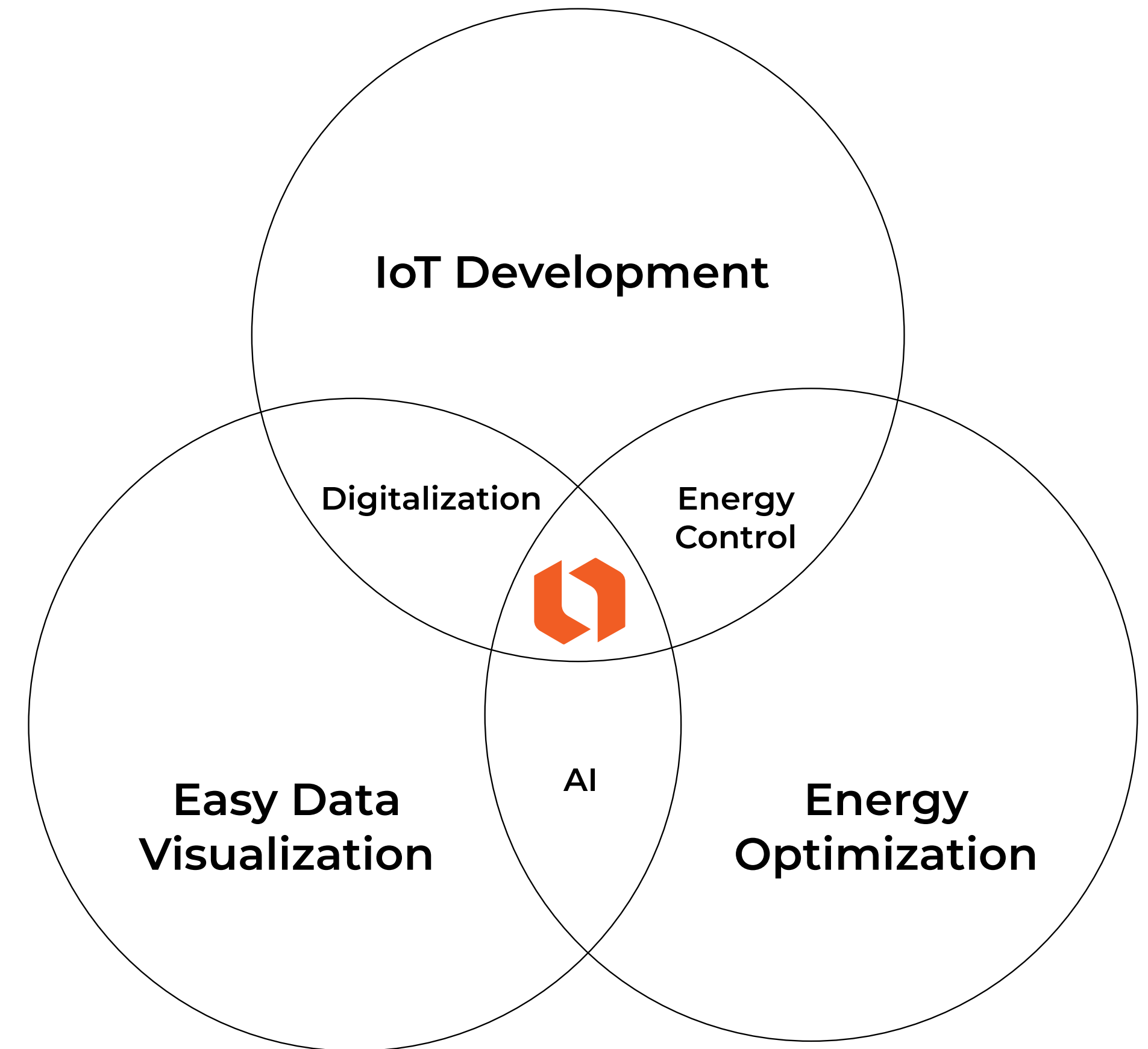
abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 ?!+(.,)@\$()~!

BRAND ESSENTIALS

LOGGMA stands at the forefront of the digital energy solutions sector, emphasizing excellence in IoT Integration, streamlined Data Analyzation, and Energy Optimization.

Our proficiency lies in seamlessly integrating Smart Energy technologies with advanced Data Analytics capabilities, strategically maximizing operational efficiency, and establishing industry-leading performance standards.

LOGGMA is dedicated to redefining the digital energy landscape through a formal and focused approach to cutting-edge technology integration, efficient data analysis, and optimal energy performance.



BRAND PERSONALITY

LOGGMA,

- Adopts a **sincere** approach for its customers
- **Excited** about innovations in the energy field
- Embraces trust-focused **competence** in the industry
- Provides digital solutions to the energy sector by presenting **sophisticated** proposals

01
SINCERITY

Geniune
Real
Enviromentalist
Honest

02
EXCITEMENT

Enthusiastic
Innovative
Modern
Dynamic

03
COMPETENCE

Trustworthy
Successful
Pioneering
Hardworking

04
SOPHISTICATED

Sophisticated
Digital
Prestigious
Brave

Makes Energy Management Simple



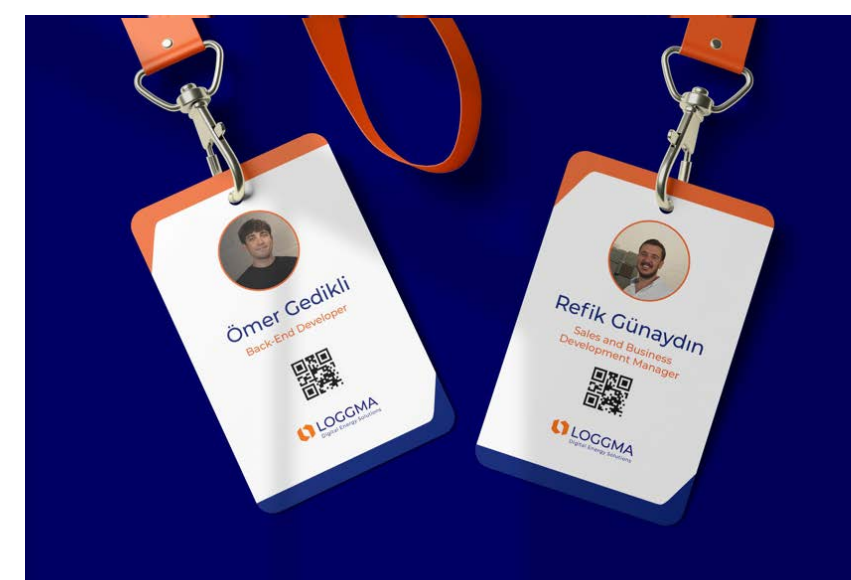
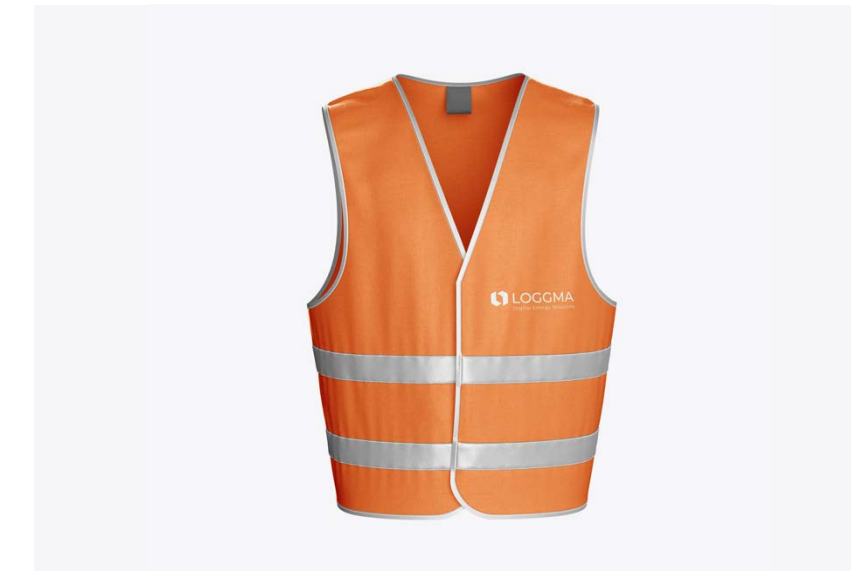
PROMOTIONAL PRODUCTS

For an accurate representation of the brand on promotional items, the rules for using the logo must be followed.

The official logo must be used without any alterations, ensuring accurate color reproduction based on the selected products, and designated fonts should be employed for accompanying text.

Adequate clear space around the logo on promotional items must be maintained, and high production quality standards should be upheld.

These guidelines aim to preserve the integrity of the brand and ensure a consistent and high-quality representation on promotional products.



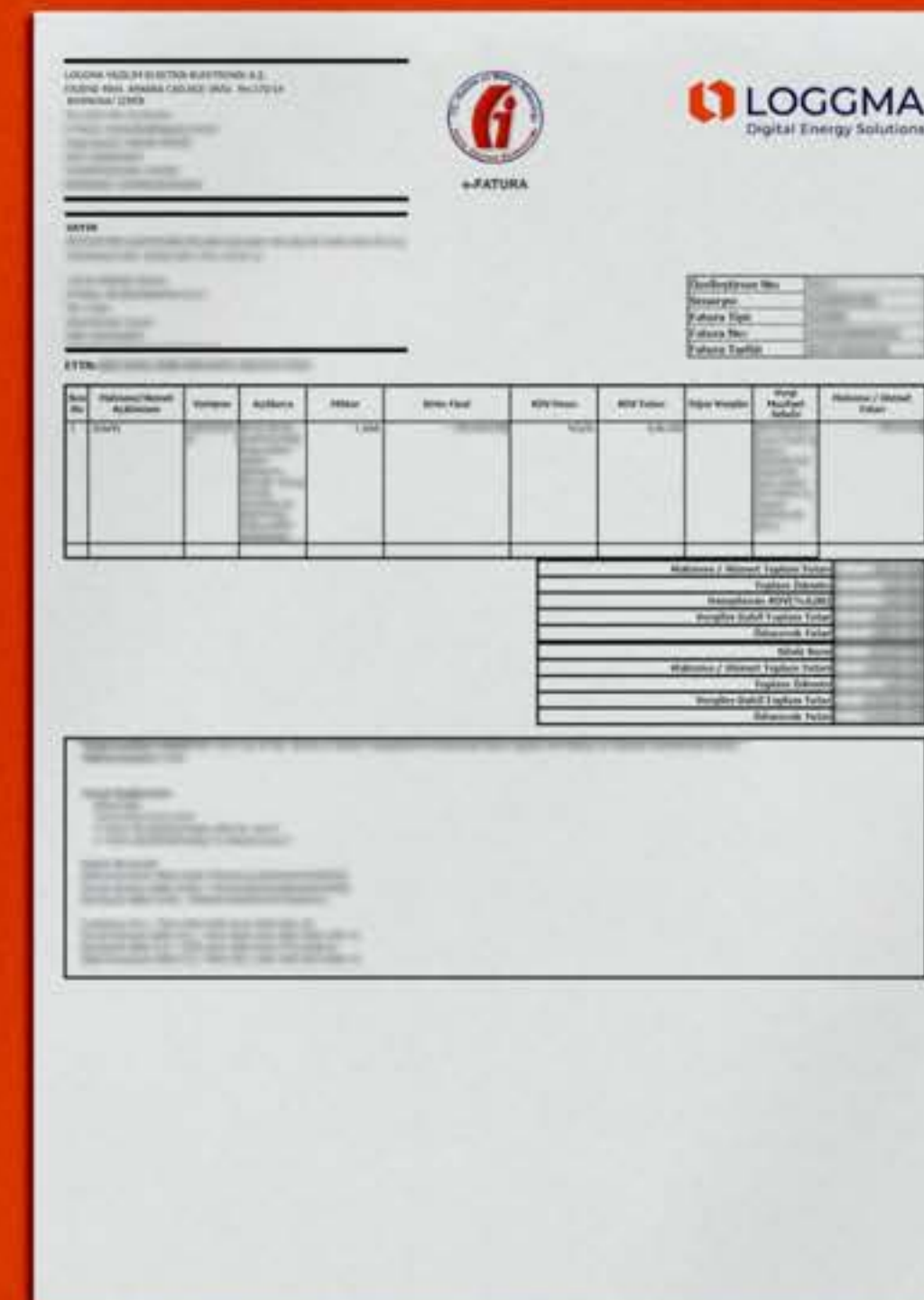


















THANK YOU.